

Take a break - Intro

H2GY1K

LECTURE
SUMMARY

Covered in this lecture:

The importance of analytics

- Setting up analytics on your site is crucial in order for you to figure out what is working
- ▶ You can't grow your business if you have no idea what is bringing in sales and what is just a waste of time
- ▶ What we'll cover:
 - Google Analytics
 - Mixpanel
 - Kissmetrics
 - linking strategies